



## Exhibitor Tip Sheet

### What is Exhibiting?

Exhibiting is a vehicle for businesses and organizations with complementary interests to reach the audience at your event. Exhibitors are typically provided a booth area that attendees can visit before and after the event.

### Why include Exhibitors?

Including exhibitors can enhance your event in a number of ways. Exhibiting provides opportunities for networking between attendees and organizations, as well as amongst organizations. It is also a way to increase exposure and distribute messaging. Charging exhibitors a small fee to be represented at the event is also a nice way to obtain funding support.

### Exhibitor Recruitment Plan

- Create an Exhibitor Prospectus or Overview
  - This is a brief document that can be mailed to potential exhibitors
  - Include the Size, Space, Goals, Objects, Target Audience at the event
  - Include the cost, if applicable
  - Provide information on how exhibitors will be selected
  - Detail the set-up arrangements
    - Will set up take place the night before or immediately prior to the event?
    - What materials will you provide (table skirts, tables, electrical outlets, etc)

### Potential Organizations to Invite to Exhibit

- Local health department
- Local coalition
- Women's groups
- Local chapters of American Cancer Society, etc.